



Technical Specifications: Homepage Updates		
Client: CropLife America		
Project: Homepage Updates		
Version: Draft 1		
Date: December 21st, 2016		
Notes:		

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### **Purpose**

This document is intended to serve as the technical blueprint for the CropLife homepage updates, including the following items:

- Assumptions
- File Format Requirements
- Homepage Slides & Associated Animation Specifications
- QA & Testing Parameters

### **Assumptions**

These will be filled out as they are required.

Assumption 1:	
Assumption 2:	
Assumption 3:	

## **File Format Requirements**

File Type	Format
Image	.png, .ai, .indd,
Video	Any format will be accepted;
Animated Image	.gif

# Homepage Slide #1:

Slide	Slide Elements
The More You  KNOW	1.1 The More You Know 1.2 Female Cartoon
The More You GROW	1.3 Male Cartoon 1.4 The More You Grow
CropLife America (CLA) supports today's farming FOR A BETTER WORLD and urges consumers to speak to their local farmers to LEARN MORE ABOUT AMERICAN AGRICULTURE. After all - the more you know, the more you grow.	1.5 CLA Info Blurb

#### Slide Element Animations

Slide Element	Animation Specifications
1.1 The More You Know	<ul> <li>Initial State:         <ul> <li>Not shown;</li> </ul> </li> <li>Transition:         <ul> <li>Animation: slide from left, medium (500 ms)</li> <li>Trigger: none;</li> <li>Delay: 1 second</li> </ul> </li> <li>End State:         <ul> <li>As shown;</li> </ul> </li> </ul>
1.2 Female Cartoon	<ul> <li>Initial State: <ul> <li>As shown;</li> </ul> </li> <li>Transition: <ul> <li>N/A</li> </ul> </li> <li>End State: <ul> <li>As shown;</li> </ul> </li> </ul>
1.3 Male Cartoon	<ul> <li>Initial State: <ul> <li>As shown;</li> </ul> </li> <li>Transition: <ul> <li>N/A</li> </ul> </li> <li>End State: <ul> <li>As shown;</li> </ul> </li> </ul>
1.4 The More You Grow	Initial State:

	<ul> <li>Not shown;</li> <li>Transition: <ul> <li>Animation: slide from right, medium (500 ms)</li> <li>Trigger: none;</li> <li>Delay: 3 seconds</li> </ul> </li> <li>End State: <ul> <li>As shown;</li> </ul> </li> </ul>
1.5 CLA Info Blurb	<ul> <li>Initial State:         <ul> <li>Not shown;</li> </ul> </li> <li>Transition:         <ul> <li>Animation: fade in</li> <li>Trigger: none;</li> <li>Delay: 4 seconds</li> </ul> </li> <li>End State:         <ul> <li>As shown;</li> </ul> </li> </ul>

# Homepage Slide #2:

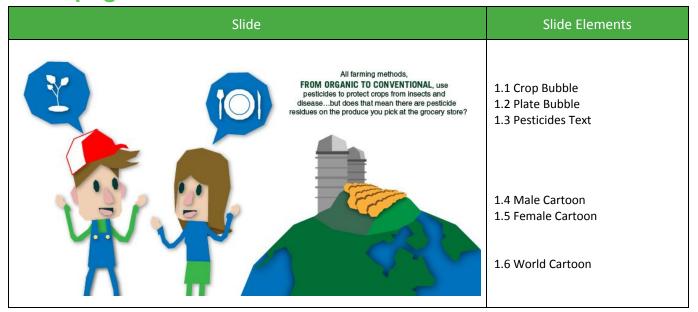
Slide	Slide Elements
Whether you're looking for STRAWBERRIES IN DECEMBER or ASPARAGUS IN FEBRUARY, we're able to access a wide range of healthy fruit and vegetables throughout the year because farmers use different techniques to target specific crop threats.	1.1 Seasonal Crops Info
	1.2 Strawberries 1.3 Asparagus Spears

### **Slide Element Animations**

Slide Element	Animation Specifications
1.1 Seasonal Crop Info	<ul> <li>Initial State:         <ul> <li>As shown;</li> </ul> </li> <li>Transition:         <ul> <li>N/A</li> </ul> </li> <li>End State:         <ul> <li>As shown;</li> </ul> </li> </ul>

1.2 Strawberries	Initial State:
	o As shown;
	• Transition:
	o N/A
	End State:
	o As shown;
1.3 Asparagus Spears	Initial State:
	<ul> <li>Not shown;</li> </ul>
	• Transition:
	<ul> <li>Animation: slide from bottom, medium (500 ms)</li> </ul>
	<ul> <li>Trigger: none;</li> </ul>
	<ul> <li>Delay: 0 seconds;</li> </ul>
	■ <b>Note:</b> spears should slide one at a time, with one beginning
	immediately after the other ends;
	End State:
	<ul> <li>As shown;</li> </ul>

## Homepage Slide #3:



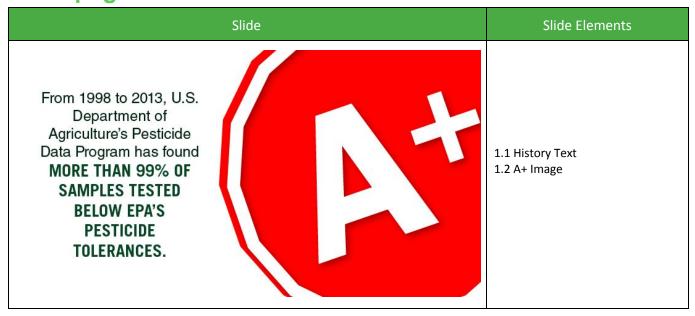
### **Slide Element Animations**

Slide Element	Animation Specifications
1.1 Crop Bubble	<ul> <li>Initial State:         <ul> <li>Not shown;</li> </ul> </li> <li>Transition:         <ul> <li>Animation: fade in, fast (200 ms)</li> <li>Trigger: none;</li> </ul> </li> </ul>

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	<ul><li>Delay: 0.5 seconds</li><li>End State:</li><li>As shown;</li></ul>
1.2 Plate Bubble	<ul> <li>Initial State: <ul> <li>Not shown;</li> </ul> </li> <li>Transition: <ul> <li>Animation: fade in, fast (200 ms)</li> <li>Trigger: none;</li> <li>Delay: 1 second</li> </ul> </li> <li>End State: <ul> <li>As shown;</li> </ul> </li> </ul>
1.3 Pesticides Text	<ul> <li>Initial State: <ul> <li>As shown;</li> </ul> </li> <li>Transition: <ul> <li>N/A</li> </ul> </li> <li>End State: <ul> <li>As shown;</li> </ul> </li> </ul>
1.4 Male Cartoon	<ul> <li>Initial State: <ul> <li>As shown;</li> </ul> </li> <li>Transition: <ul> <li>N/A</li> </ul> </li> <li>End State: <ul> <li>As shown;</li> </ul> </li> </ul>
1.5 Female Cartoon	<ul> <li>Initial State:         <ul> <li>As shown;</li> </ul> </li> <li>Transition:         <ul> <li>N/A</li> </ul> </li> <li>End State:         <ul> <li>As shown;</li> </ul> </li> </ul>
1.6 World Cartoon	<ul> <li>Initial State: <ul> <li>As shown;</li> </ul> </li> <li>Transition: <ul> <li>N/A</li> </ul> </li> <li>End State: <ul> <li>As shown;</li> </ul> </li> </ul>

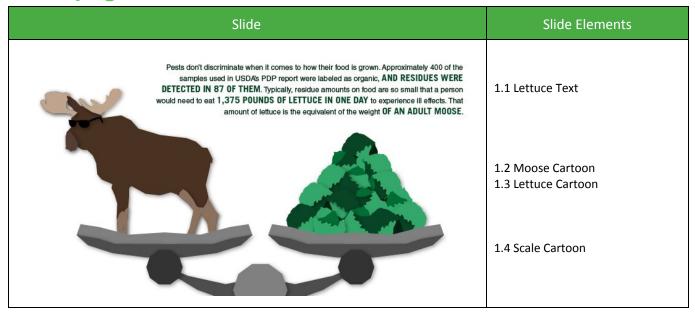
## Homepage Slide #4:



#### Slide Element Animations

Slide Element	Animation Specifications
1.1 History Text	<ul> <li>Initial State: <ul> <li>As shown;</li> </ul> </li> <li>Transition: <ul> <li>N/A</li> </ul> </li> <li>End State: <ul> <li>As shown;</li> </ul> </li> </ul>
1.2 A+ Image	<ul> <li>Initial State: <ul> <li>As shown;</li> </ul> </li> <li>Transition: <ul> <li>N/A</li> </ul> </li> <li>End State: <ul> <li>As shown;</li> </ul> </li> </ul>

## Homepage Slide #5:



#### **Slide Element Animations**

Slide Element	Animation Specifications		
1.1 Lettuce Text	<ul> <li>Initial State:         <ul> <li>As shown;</li> </ul> </li> <li>Transition:         <ul> <li>N/A</li> </ul> </li> <li>End State:         <ul> <li>As shown;</li> </ul> </li> </ul>		
1.2 Moose Cartoon	<ul> <li>Initial State:         <ul> <li>Not shown;</li> </ul> </li> <li>Transition:         <ul> <li>Animation: fade in, medium (500 ms)</li> <li>Trigger: none;</li> <li>Delay: 0.5 seconds</li> </ul> </li> <li>End State:         <ul> <li>As shown;</li> </ul> </li> </ul>		
1.3 Lettuce Cartoon	<ul> <li>Initial State:         <ul> <li>Not shown;</li> </ul> </li> <li>Transition:         <ul> <li>Animation: fade in, medium (500 ms)</li> </ul> </li> </ul>		

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	<ul> <li>○ Trigger: none;</li> <li>○ Delay: 1 second</li> <li>● End State:</li> <li>○ As shown;</li> </ul>	
1.4 Scale Cartoon	<ul> <li>Initial State:</li> <li>As shown;</li> <li>Transition:</li> <li>N/A</li> <li>End State:</li> <li>As shown;</li> </ul>	

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# Carousel 30

## **QA & Testing Parameters**

Testing will be performed for each unique feature specified in this document. Homepage slider testing will generally focus on the positioning and timing of animations employed for each slide.

Functionality	Requirement	QA Steps
		1.
		1.
		1.